

Outdoor Advertising Association of Wisconsin

Total Lobbying Effort

Total Lobbying Expenditures

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
\$37,147.50	\$47,303.50	\$57,908.15	\$48,051.00	\$190,410.15

Total Hours Communicating

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
57.00	71.80	81.85	53.50	264.15

Total Hours Other

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
213.75	234.25	343.55	251.45	1043.00

Hours Lobbied on Each Matter

Lobbying Effort On Legislative Bills And Resolutions

Assembly Bill 216

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
	107.00 (35%)	149.00 (35%)		256.00 (20%)

Senate Bill 182

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
	107.00 (35%)	43.00 (10%)		150.00 (11%)

Assembly Bill 618

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
		64.00 (15%)		64.00 (5%)

Lobbying Effort On Budget Bill Subjects

Transportation: State Highways

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
68.00 (25%)				68.00 (5%)

Lobbying Effort On Topics Not Yet Assigned A Bill Or Rule Number

State regulation of outdoor advertising

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
94.76 (35%)	30.61 (10%)	106.35 (25%)	76.24 (25%)	307.96 (24%)

Taxation related to outdoor advertising

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
40.61 (15%)			45.74 (15%)	86.35 (7%)

DOT procedure or policy related to the trimming or removal of vegetation on the highway right-of-way.

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
54.15 (20%)				54.15 (4%)

Relocation of outdoor advertising signs.

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
	45.91 (15%)			45.91 (4%)

Trimming or removal of vegetation along the highway right-of-way.

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
			152.48 (50%)	152.48 (12%)

Minor Efforts

(Time spent on matters each of which accounted for less than 10% of the organization's lobbying)

2011 January - June	2011 July - December	2012 January - June	2012 July - December	Total
14 (5%)	15 (5%)	64 (15%)	30 (10%)	123.15 (9.42%)